



LORE REPORT
LANGUAGE OF
REAL ESTATE

Final 2025

	<i>Metro MLS</i>	<i>KW MKE</i>
Closed Units	+0.7%	+26%
Closed Sales Volume	+8.9%	+36%
Listings Sold Units	+0.7%	+25%
Listings Sold Volume	+8.9%	+33%
Listings Taken Units	+2.8%	+17%
Listings Taken Volume	+9.7%	+24%
Contracts Written Units	0.6%	+26%
Contracts Written Volume	+8.8%	+35%



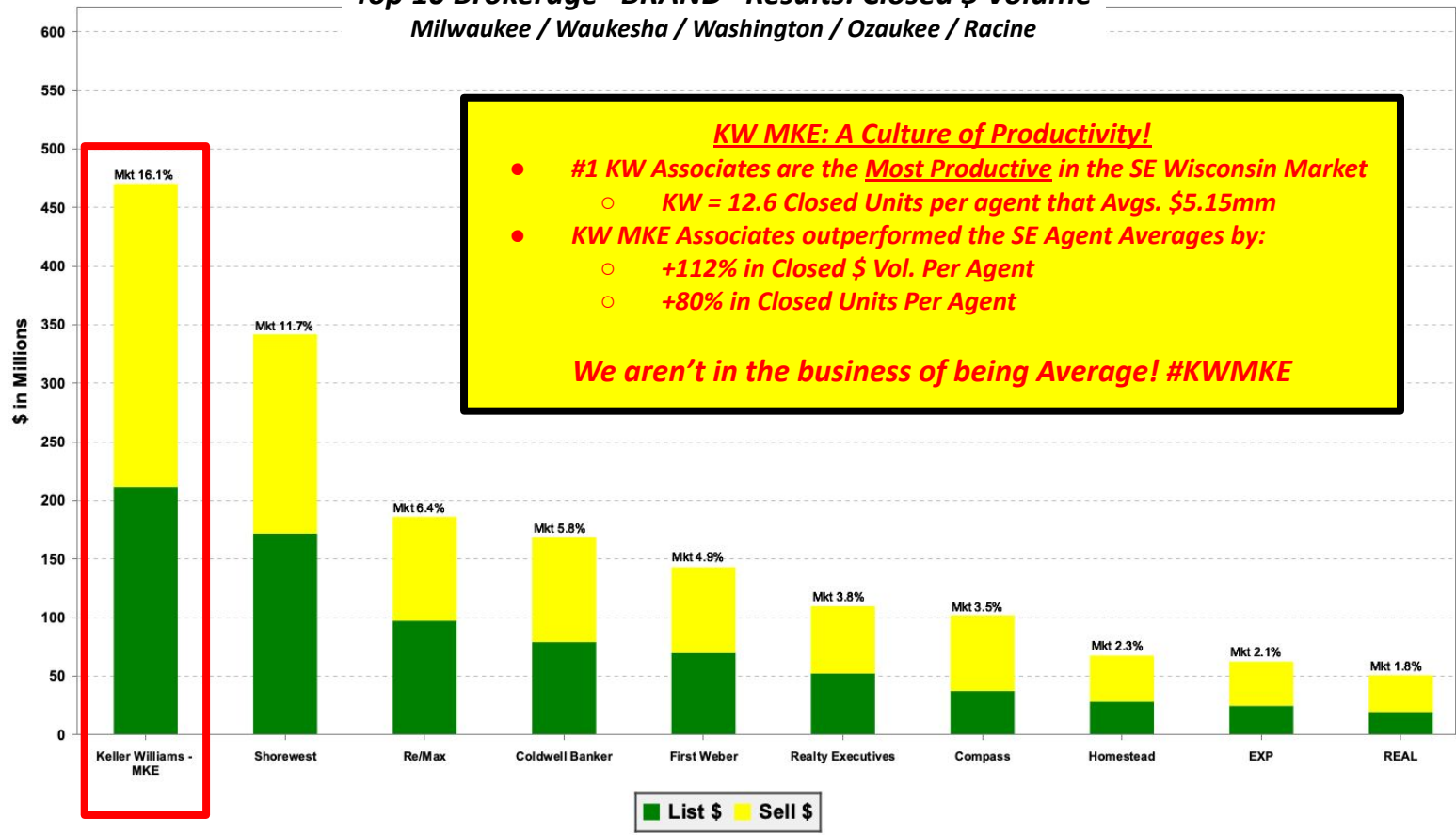
*“What’s
Winning”*

	<u>May 25</u> 384 A/O Avg \$ = \$444k	<u>June 25</u> 257 A/O Avg \$ = \$495k	<u>July 25</u> 273 A/O Avg \$ = \$463k	<u>Aug 25</u> 134 A/O Avg \$ = \$422k	<u>Sept. 25</u> 119 A/O Avg \$ = \$425k	<u>October 25</u> 244 A/O Avg \$ = 385\$k	<u>Nov. 25</u> A/O Avg \$ = \$k
<i>LP/AO Avg. Ratio</i>	107%	103%	100.3%	100.6%	99.9%	98.95%	99.1%
<i>Cash Offers vs Financed</i>	25% - Cash 75% - Financed	26% - Cash 74% - Financed	31% - Cash 69% - Financed	28% - Cash 72% - Financed	33% - Cash 67% - Financed	29% - Cash 71% - Financed	25% - Cash 75% - Financed
<i>Inspection Contingency</i>	49% - YES 51% - NO	48% - YES 52% - NO	61% - YES 39% - NO	49% - YES 51% - NO	56% - YES 44% - NO	60% - YES 40% - NO	50% - YES 50% - NO
<i>Inspections WITH Threshold</i>			34% \$5,500	56% \$5,400	30% \$6,000	32% \$5,000	36% \$5,000
<i>Co-Broke Compensation</i>	2.26%	2.28%	2.31%	2.35%	2.35%	2.34%	2.32%



2026

Top 10 Brokerage "BRAND" Results: Closed \$ Volume
 Milwaukee / Waukesha / Washington / Ozaukee / Racine



KW MKE: A Culture of Productivity!

- ***#1 KW Associates are the Most Productive in the SE Wisconsin Market***
 - *KW = 12.6 Closed Units per agent that Avgs. \$5.15mm*
- ***KW MKE Associates outperformed the SE Agent Averages by:***
 - *+112% in Closed \$ Vol. Per Agent*
 - *+80% in Closed Units Per Agent*

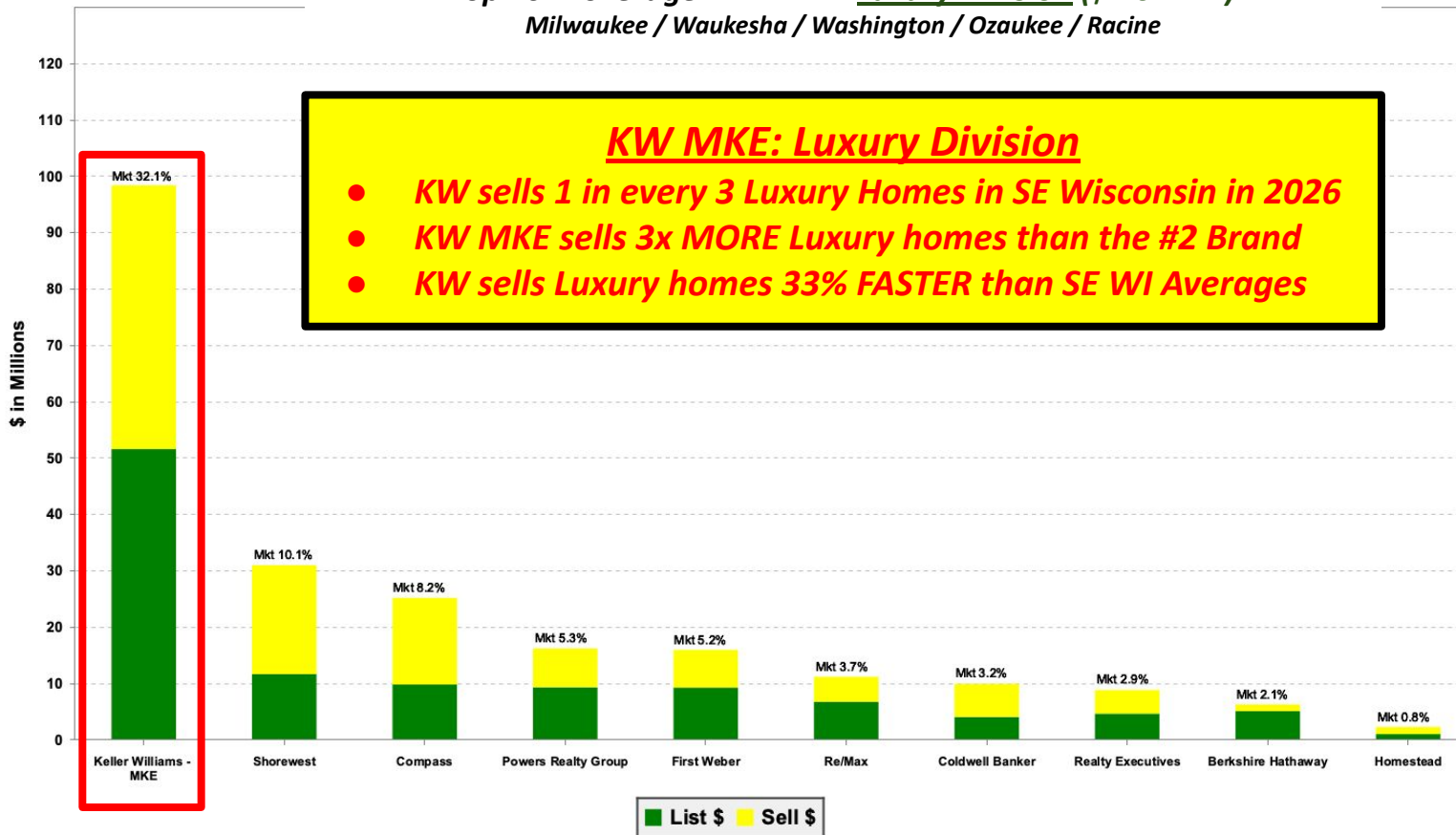
We aren't in the business of being Average! #KWMKE



2026

Top 10 Brokerage "BRAND": Luxury Division (\$1.0mm+)

Milwaukee / Waukesha / Washington / Ozaukee / Racine



KW MKE: Luxury Division

- ***KW sells 1 in every 3 Luxury Homes in SE Wisconsin in 2026***
- ***KW MKE sells 3x MORE Luxury homes than the #2 Brand***
- ***KW sells Luxury homes 33% FASTER than SE WI Averages***

■ List \$ ■ Sell \$